

ATTACHMENT E

**SUMMARY OF STORMWATER EDUCATION
ACTIVITIES**

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**County of Los Angeles
Fiscal Year 2013-14 Summary of Stormwater Education Activities**

The County of Los Angeles Department of Public Works (LACDPW) continued to inform residents about proper disposal of waste and the importance of watershed protection through a multifaceted outreach approach that involved media partnerships, coordination with permittees, Countywide media campaigns, media relations, K-12 grade environmental education programs, community events, and maintenance of the County's environmental hotline and website. Significant program accomplishments for Fiscal Year 2013-14 included:

Countywide Stormwater/Urban Runoff Public Education Program

- Provided information about the County's pollution prevention programs through the 1(888)CLEAN LA hotline and www.CleanLA.com website, including how to report clogged catch basins and illegal dumping, definitions and examples of Household Hazardous Waste (HHW) and Electronic Waste (E-Waste), HHW and E-Waste collection event schedules, and locations for proper RV sewage waste disposal.
- Coordinated and hosted four quarterly public education permittee meetings on July 31, 2013, November 2013, January 22, 2014, and April 23, 2014.
- Achieved over 21,200,000 million impressions through a paid billboard campaign.
- Cosponsored the 2013 Coastal Cleanup Day in partnership with Heal the Bay.

Used Motor Oil and Used Oil Filter Recycling and Public Education

- Managed the Used Oil Payment Program (Cycle 3) funded by the California Department of Resources Recycling and Recovery (CalRecycle).
- Collected 29,750 used oil filters at 56 selected O'Reilly stores participating in the County's used oil filter collection program.
- Conducted a media campaign to promote used motor oil/oil filter recycling events with television, radio, and newspaper ads that targeted Caucasian, African-American, Hispanic, and Chinese County residents, which achieved more than 57,000,000 paid media impressions and 17,000,000 added-value impressions. We also added KRCA TV (Spanish television station) and ElClassificado.com (Spanish internet) for additional non-paid media outreach.
- Hosted two used motor oil collection events in the Cities of La Puente and Cudahy. A total of 600 gallons of used motor oil and 124 used oil filters were collected from 140 DIYers. In addition, 60 gallons of contaminated used motor oil were collected.
- Held four filter exchange events at CCCs in the Cities of Alhambra; Lynwood; Bell; and San Gabriel. A total of 394 gallons of used motor oil and 183 used oil filters were collected from 265 DIYers.

Environmental Defenders Program (K-6 grade)

- Reached approximately 142,832 students at 292 schools with the assembly presentation.
- Reached 2,820 adults/children through the following community events: Santa Clarita Day, Girl Scouts Girltopia, Mariachi Festival, Pico Rivera Library Grand Opening, LAEEF, Cabrillo Marine Aquarium Earth Day, STAR Eco Station Children's Earth Day, Downey Kids Day, SoRo Festival and Santa Monica Festival.
- Sent two e-mail blasts to promote the free environmental assembly to 4,888 teachers/administrators in Los Angeles County potentially reaching 900,600 students.

Generation Earth (7-12 grades)

- Solicited a Request for Proposals on March 17, 2014.
- The Evaluation committee evaluated the proposal received.
- The new contract will be awarded during the next reporting period.
- Mailed 1,893 Generation Earth program flyers to 631 middle and high schools potentially reaching approximately 580,692 students (on file).